

Analytics

Consolidated contact center and business analytics to improve decision making



Founded in 2005, Acqueon specializes in developing and implementing award-winning products and solutions for enhanced Customer Interaction Management catering to customers across 5 continents. Trusted by 150+ clients across 10+ industries, Acqueon has been redefining proactive engagement for 10 billion interactions.

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Big data and analytics hold a lot of promise, but it also poses a challenge. While contact centers have become the data nerve centers, they are plagued by information overload and data silos. On the other hand, customers have developed a zero tolerance towards mediocre service experience from contact centers. This calls for a new level of analytics; one that offers actionable Analytics gained from the wealth of data that customers leave behind during their interactions.

How do you choose the right contact center analytics platform for your business?

All analytics projects are kicked off with great expectations. According to Gartner, more than half of them fail because they don't deliver the features and benefits that are agreed upon.

Contact center analytics projects are no exception. How can contact centers leverage analytics to drive performance? How can analytics be used to identify trends, reduce churn, and gain cross challenge intelligence? Can contact centers be integrated with core enterprise applications such as CRM and data warehouse to gain holistic insights?

It is now possible with Acqueon Analytics - a contact center analytics platform that integrates data from multiple customer channels and enterprise systems. It uses advanced analytics to offer a 360-degree view of the contact center. Acqueon Analytics is designed to give contact center managers, operations, technology, and business heads actionable Analytics to drive contact center performance. It offers a unified dashboard and advanced UX capabilities for informed decision-making.

Acqueon Analytics has three key modules viz
Operational Performance Customer Effort Score (CES) Analysis
Real-time Dashboard.*

Acqueon Analytics combines the benefits of enterprise BI and traditional contact center reporting

It offers multi-channel intelligence that helps you make data-driven decisions and comes equipped with:

- Operational performance analysis
- Customer Effort Score (CES) analysis
- Real-time Analytics dashboard



	Acqueon Analytics	Manual and Custom Reporting	Contact Center Reporting Solutions	BI Products
Contact center integration	●	●	●	●
Multi-channel integration	●	●	●	●
Out-of-the-box reporting	●	●	●	●
Advanced data visualization	●	●	●	●
Ability to interact with data	●	●	●	●
Data correlation capabilities	●	●	●	●
Real-time Analytics*	●	●	●	●
Unified dashboard	●	●	●	●
ROI and Time to Value	●	●	●	●

Based on an Acqueon business and technology consulting evaluation

● - Comprehensive ● - Near Comprehensive ● - Partial ● - Limited ● - Not available

Operational performance analysis

Acqueon Analytics helps enterprises to measure everything that matters within the contact center. By integrating multiple sources of channel data such as IVR, ACD, email, chat, etc., it tracks, monitors, and analyzes critical contact center KPIs.

Gain real-time insights*

Acqueon Analytics offers an intuitive web-based dashboard for real-time Analytics. Custom dashboards and widgets provide a unified view of contact center KPIs, agent performance, skills, and precisions queues. It empowers faster decisions with advanced data visualization and alerts managers when incidents happen.

Customer Effort Score analysis

Acqueon Analytics helps enterprises to minimize customer effort by analyzing cognitive, time, and emotional effort. It identifies factors that cause sudden spikes in customer effort and allows users to drill down CE scores using different parameters such a product type, region, customer type, etc.

Harness the power of enterprise-wide intelligence for better outcomes

Acqueon Analytics offers a deeper evaluation of customer data across channels and enterprise systems to determine the root cause of issues, holistically assess contact center performance, and enhance customer experience. Some of the benefits of Acqueon Analytics include:

Reduced manual reporting effort by over 60%*

Acqueon Analytics eliminates the need to manually extract data from multiple sources. With no additional training requirement, existing employees can generate sophisticated reports in a faster, smarter, and easier way.

Dynamically generate ad-hoc reporting

With a simple GUI and DIY reporting, users can create ad-hoc reports from historic data reducing dependency on developers. They can choose from an array of graphical formats and drill-down data to identify trends, patterns, and anomalies.

Simple yet advanced UX for business users

With an on-screen, easy-to-personalize experience, business users can generate reports or perform any analytical tasks. Acqueon Analytics answers the what, why, and how questions about day-to-day operations.

A unified dashboard for faster decisions

Acqueon Analytics offers a unified view of all contact center KPIs by integrating self-contained silos. Data from channels can be combined with quality monitoring systems, WFM solutions, and enterprise applications to understand what is happening in the contact center.

Reduced Total Cost of Ownership (TCO)

Acqueon Analytics is an easy-to-deploy, single box solution that comes with no additional development or training expenses. It does not need any additional database licenses, thereby reducing the Total Cost of Ownership.

The Acqueon difference

Acqueon combines more than two decades of experience in providing proactive customer experience management and extensive knowledge of customer journey design to deliver unprecedented value to our clients.

01

Focus on efficiency and effectiveness by providing people, process, and technology based recommendations

02

Harnessing our collective expertise to deploy solutions for contact centers that help improve agent productivity and visualize operational performance

03

Powerful, proven analytics methodologies, and tools for aligning contact center operations with business objectives